

Lumina Intelligence

November 2023

Lumina Intelligence UK Wholesale Online Report

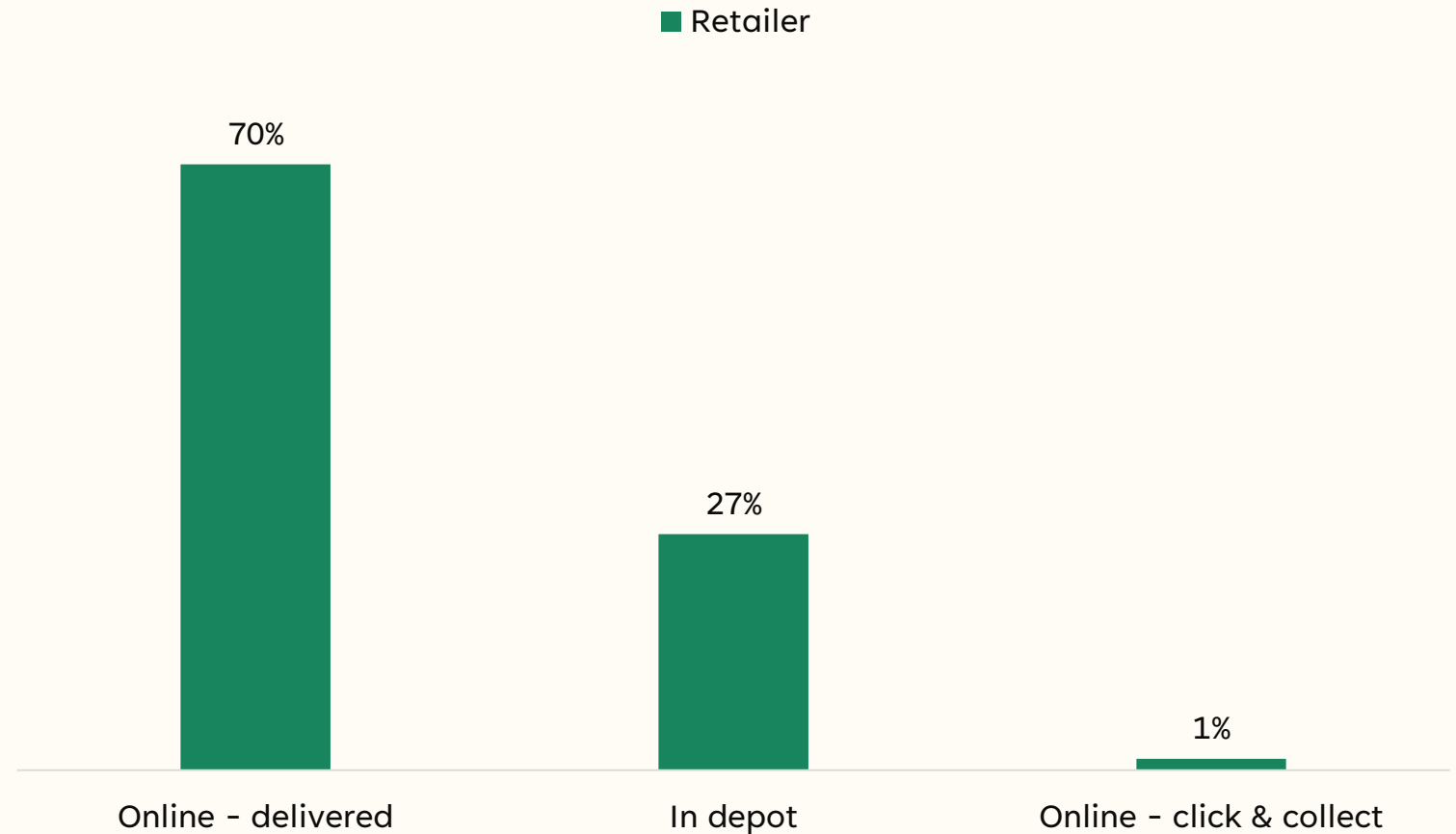




Online purchasing is the main route to the wholesale market

The online delivered route to market is the number one purchasing route for retailers. Wholesalers need to offer integrated and aligned solutions with depot shopping remaining notable.

What is the main way you buy from wholesaler?




Source: Lumina Intelligence Wholesale Index Solution, November 2023

Wholesalers are utilising websites to support customers

Creed Foodservice has invested in its website in the last year, offering channel tailored information as well as free insight to support customers.


Watch The Video For An Introduction To

TRENDS IN THE FOOD INDUSTRY IN 2024



'By partnering with key data and insight sources across the foodservice industry, we have access to a range of industry and sector insights and reports. My role within Creed is to analyse the latest data and identify the key elements that are relevant for our customers, sharing this in an easy to digest format with suggestions of key changes that our customers can action to ensure they stay relevant within the market.


Alongside the quarterly commodity and insight & market reports you see below, I work closely with our Development Chefs and Account Managers to provide tailored insight reports for our key customers, supporting their objectives.'

 **Anna Clapson,**
Creed Insights Manager

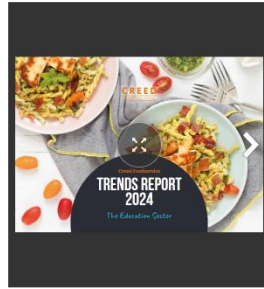
Get Ahead Of The Game By Reading Your

2024 TRENDS REPORTS

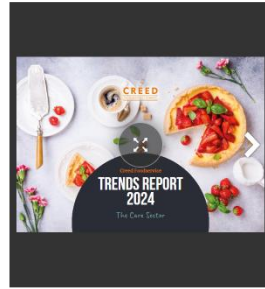
Read or download your sector specific Trends Report which brings to life upcoming insight into consumer preference in 2024. They are packed full of insights and learnings designed for your kitchens and menus to help you to get ahead of the game in the new year, and maximise profits as a result.



HOSPITALITY
2024 Trends



EDUCATION
2024 Trends



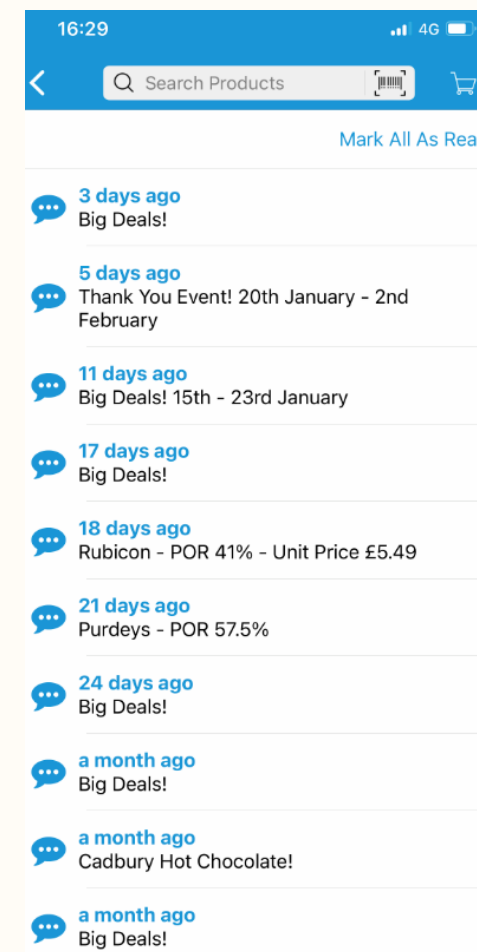
CARE
2024 Trends

Source: Creed Foodservice, 2023

Bestway's app features notifications for special offers and promotions

Bestway is supporting customers through promotions and advice

Bestway's Profit Driver highlights 300 top-selling products to help drive profits for businesses. The wholesaler will be helping retailers push the products with more visibility and marketing support in stores while carrying out weekly price checks to ensure key lines are retaining competitive pricing.



Sugro launches first supplier-funded B2B WhatsApp channel to boost promotional messaging

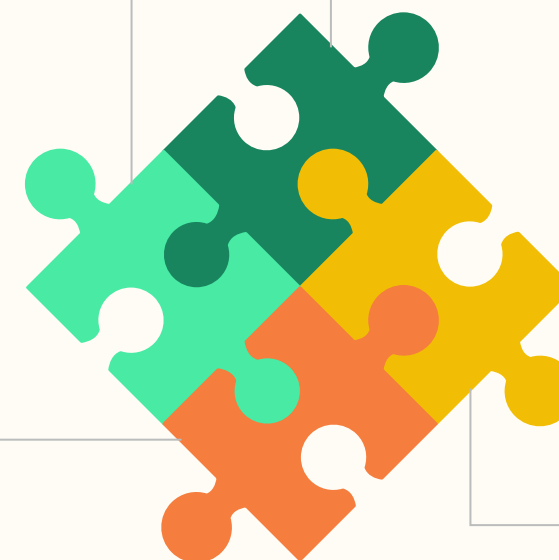
Sugro has become the first wholesale buying group to launch a supplier-funded B2B WhatsApp initiative, giving brands the chance to send messages directly to wholesalers' retail customers.

Britvic, PepsiCo and Red Bull will fund promotional WhatsApp messages that will be sent to the retailers of Sugro's wholesale members who have opted into the scheme. Suppliers can take advantage of a broader retailer audience by using a combined scale of wholesale members to generate revenue. There will be a further benefit to wholesalers supporting Sugro's initiative as they will receive a profit share of revenues generated by WhatsApp.

"There has been a lot of supplier interest in what WhatsApp has to offer, so by launching our own messaging capability that will funnel through to our wholesalers' retail customers, we're creating something that will benefit every step of the supply chain."

Yulia Petitt, Head of Commercial and Marketing, Sugro UK

Source: Lumina Intelligence Wholesale Online Report, The Grocer, November 2023



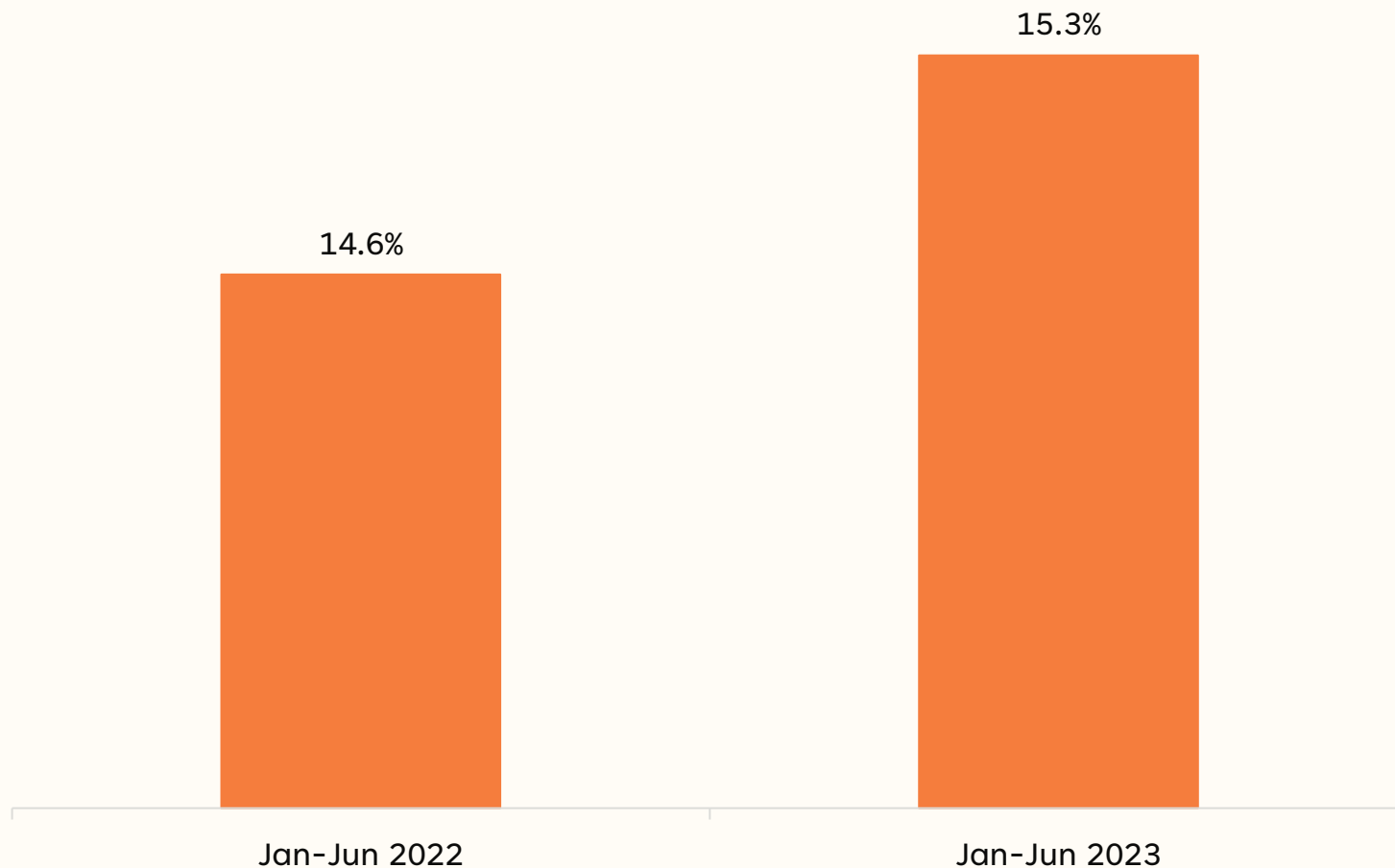


Search usage has seen an increase year-on-year

The proportion of site visits that include a customer using the search tool has reached 15.3% in the first half of 2023, an increase of +0.7ppts year-on-year.

It is key to optimising the internal search functionality of wholesalers' online platforms as the content will be more accessible to users and it can provide valuable insight as to how users are finding products and information.

Total Foodservice & Retail: % of visits that have included a site search



Source: Lumina Intelligence Wholesale Online Report, b2b.store January-June 2022-2023



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- Eating out businesses challenged by rising costs
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Wholesale Online Landscape

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Wholesale Online Landscape

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Disrupting the Online Journey

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Disrupting the Online Journey

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Boosting Efficiencies

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Q&A with Aled Roberts, Director of R&I Jones

Wholesalers reaping the rewards from launching open banking

Open banking and opportunities for suppliers

Top 10 Influential People in Ecommerce

Mick Dudley, Chief Technology Officer, JJ Foodservice

Leon French, Customer Marketing Director, Brakes

Kate Sillars, Head of Commercial Growth Initiatives UK, Bidfood

Jamil Mohammed, Group Digital Director, Booker Wholesale (Tesco Group)

Top 10 Influential People in Ecommerce

Claire Chin, Digital E-Commerce Manager, Bestway Wholesale

Lotte Tregear, Category and E-Commerce Director, Red Bull

Phill Jaremczenko-Dye, Head of Online Emerging Channels UK, Mars Wrigley

Rob Mannion, Founder and Chief Execution Officer, b2b.store

Top 10 Influential People in Ecommerce

Yulia Petitt, Head Of Commercial And Marketing, Sugro UK

Tim Martin-Harvey, Head Of E-commerce Millenium Group

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Trend summary: focus and investment areas split by wholesalers and suppliers

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The Industry Voice on Wholesale Ecommerce

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Eating out market business leaders are relatively optimistic about trading conditions in 2024

Sustainability and digitalisation future business priorities

The Future of Wholesale Online

Focus for building customer loyalty and generating revenue

Company set to launch artificial intelligence-powered ordering assistant

Lumina Intelligence forecasts five key trends to shape the future of ecommerce



Who are Lumina Intelligence?

Lumina Intelligence is the data & insights brand of William Reed - leaders of B2B media, trusted by businesses since 1862. Our award-winning expertise and global reach extends across Grocery & Retail; Hospitality; Food Manufacturing, Processing & Ingredients; Drinks; Pharmaceuticals & Cosmetics; Insights & E-learning.

Lumina Intelligence inspires the food & drink industry with deep, actionable insights powered by the world's best analytics technology's. Trusted by industry leading operators and suppliers across retail, wholesale & foodservice

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**To learn more about how Lumina Intelligence can support you,
please get in touch using the contact details provided below.**

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